



Dirk Meyer
SVP Computation Product Group

November 6, 2003

We're on a mission!



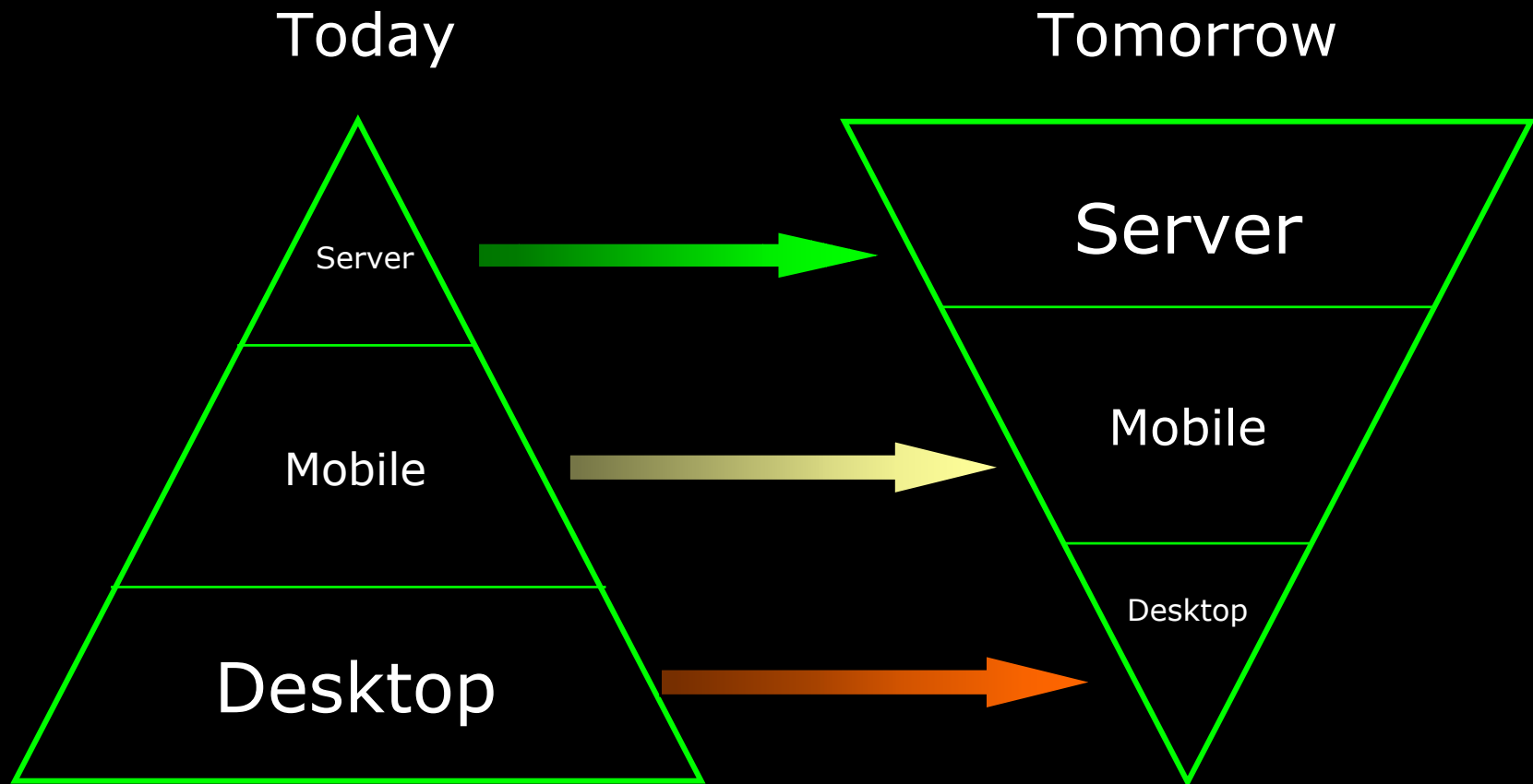
CPG Mission:

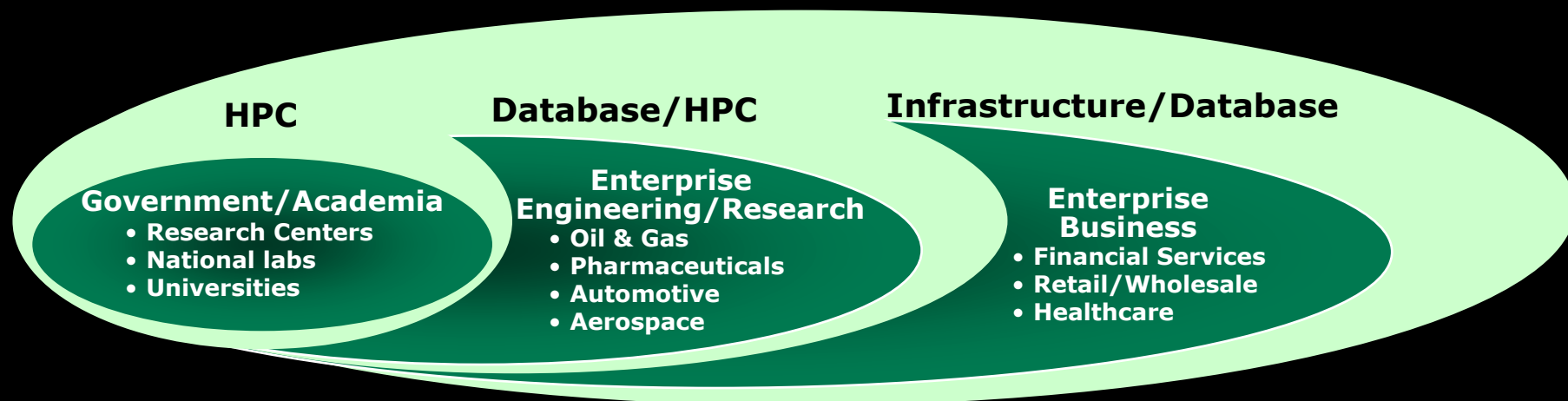
Drive the information technology industry to
pervasive 64-bit computing



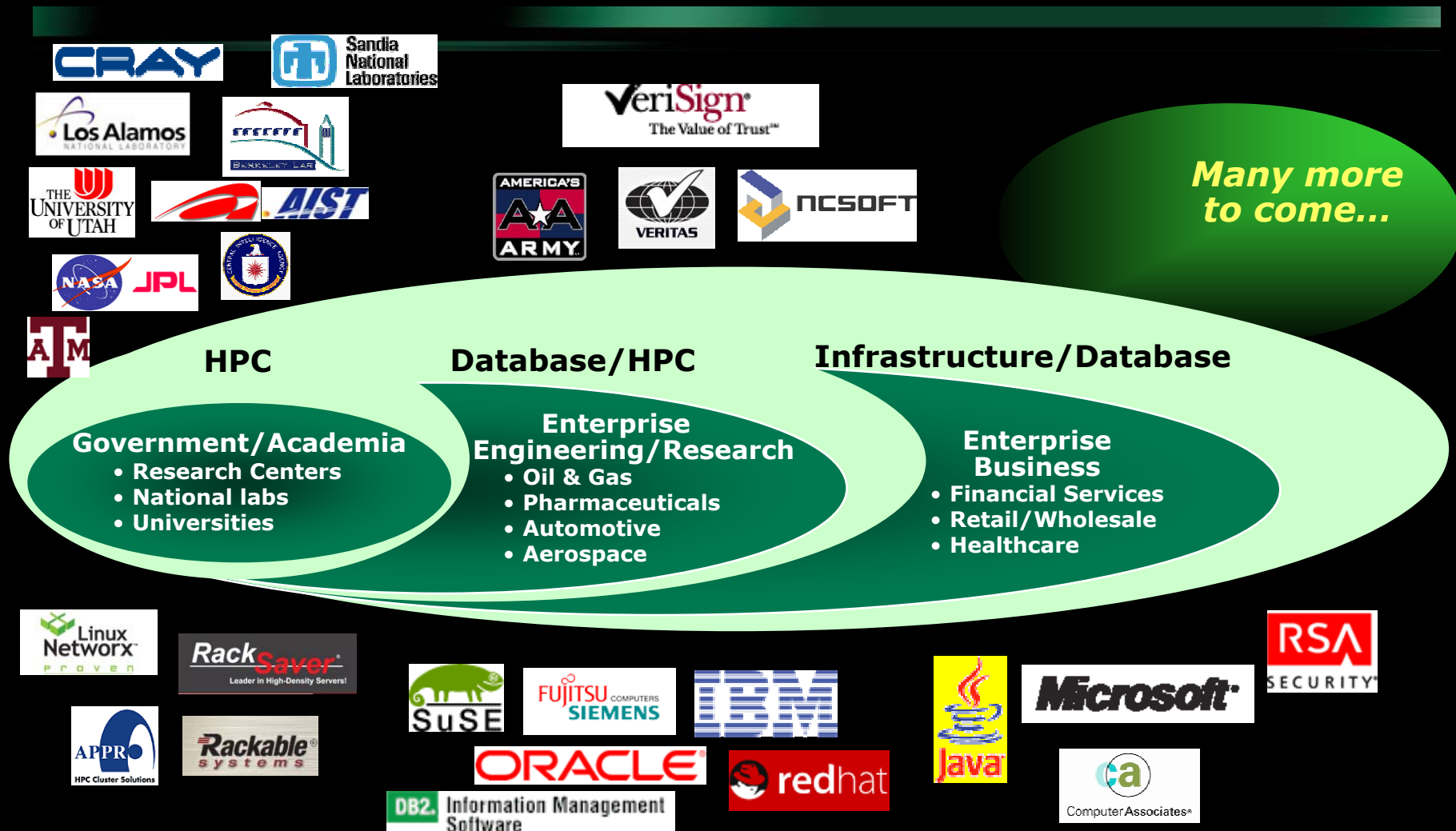
Everywhere!

We've Shifted Our Product Focus





AMD Server Penetration Strategy



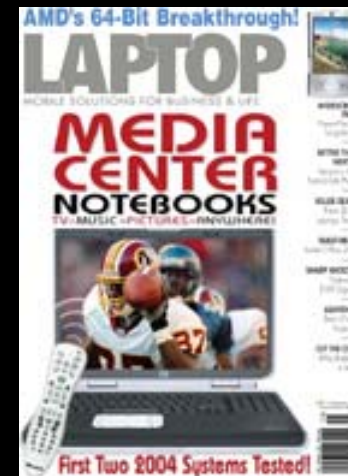
- Expand mobile product portfolio

- Bring 64-bits to performance mobile computing

Thin & light Notebook Customers



Cover Story! "AMD's 64-Bit Breakthrough!"



Bringing Cinematic Computing to the Masses

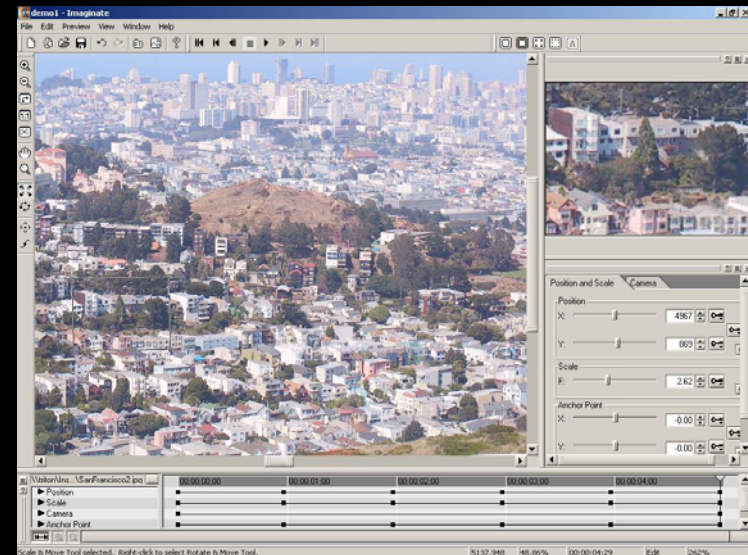


Cinematic computing delivers immersive, DVD-like end-user experiences

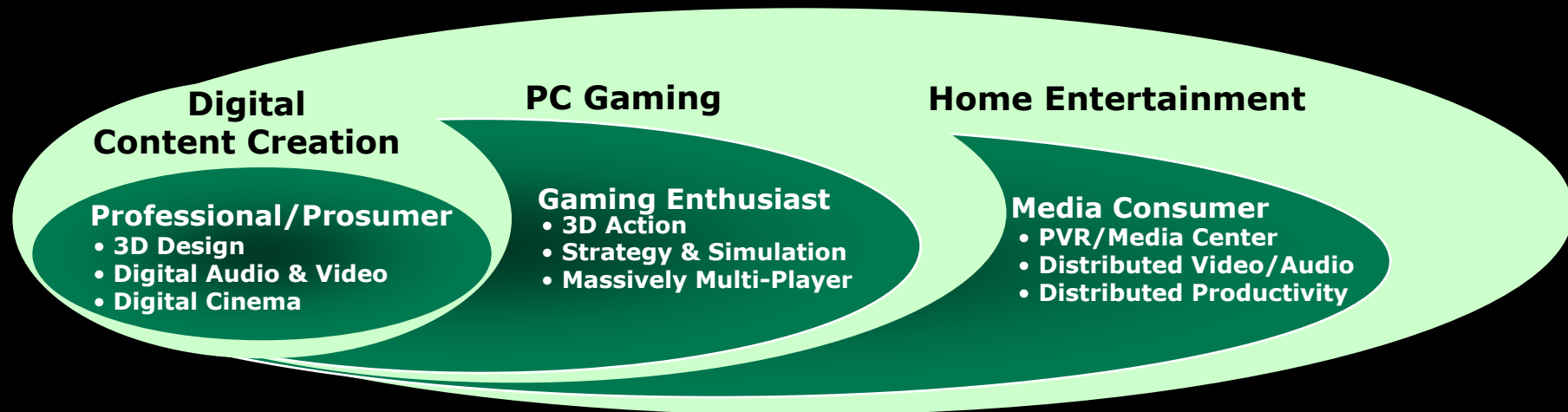


*Fauna and massive worlds
in Far Cry by Crytek*

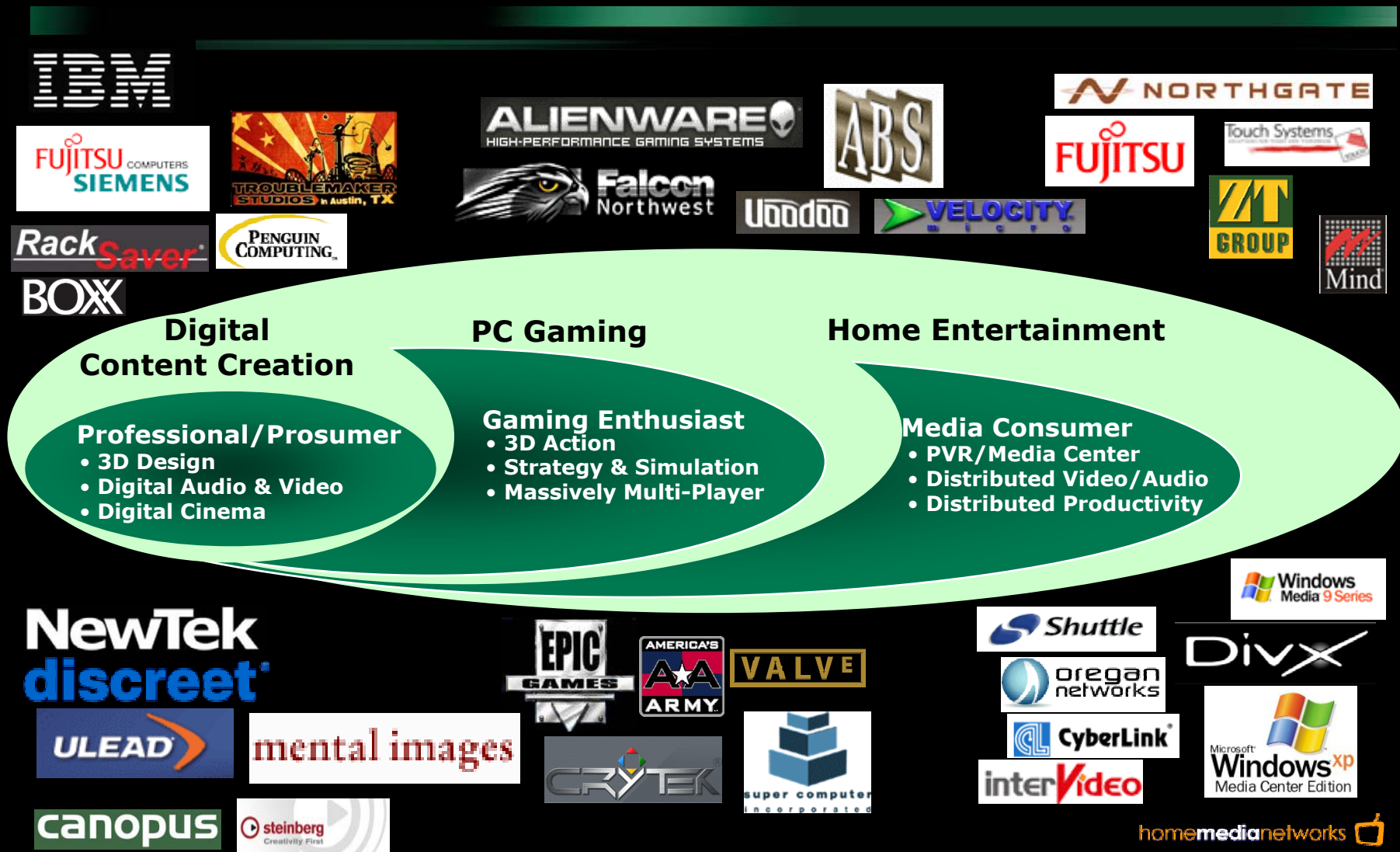
*Digital photo editing with
Imagine from Canopus*



AMD Cinematic Computing Penetration Strategy



AMD Cinematic Computing Penetration Strategy



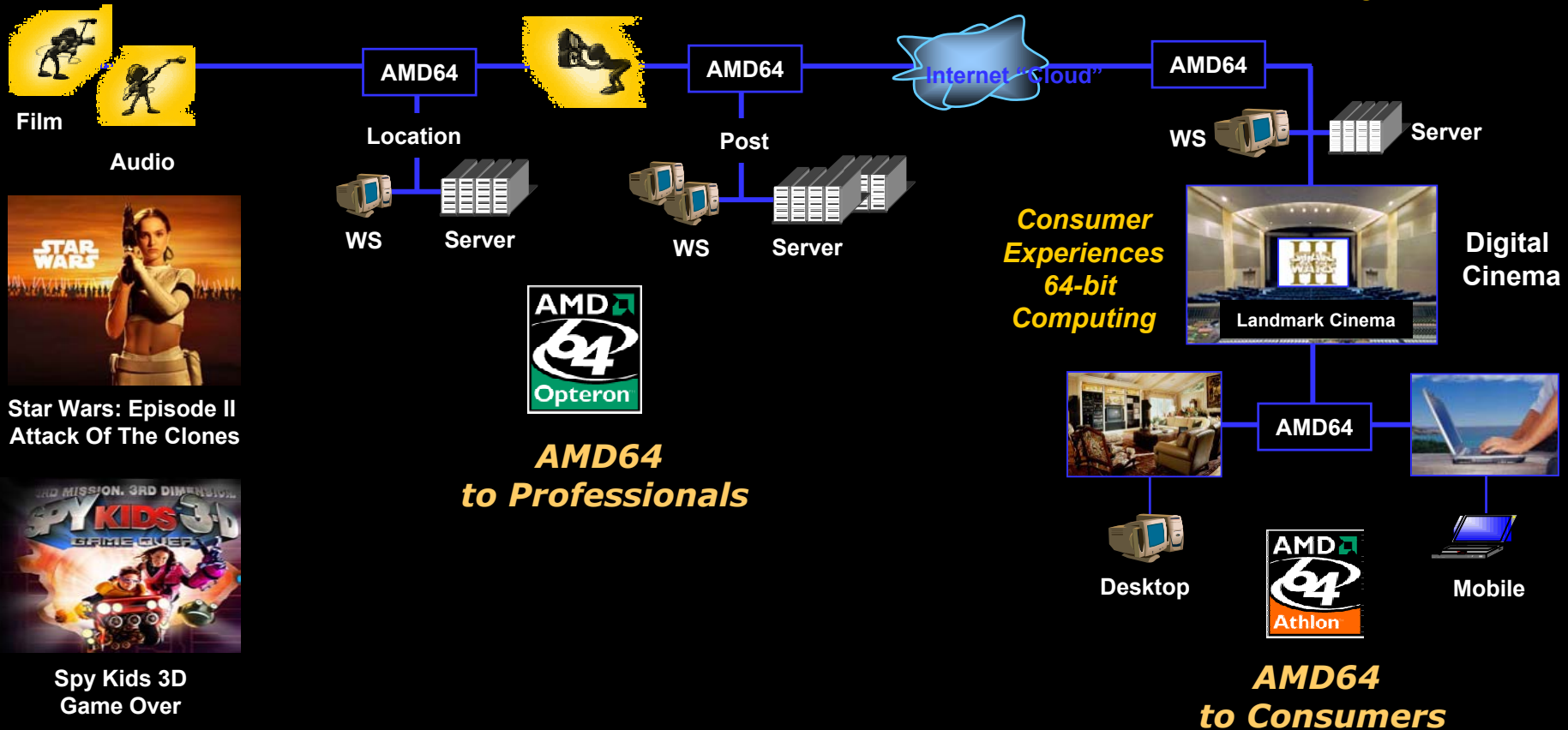
AMD64 and Digital Media Workflow



Creation

Production

Delivery



Three unique brands to address the needs of distinct segments:

AMD Athlon™ 64 FX

- Create a superior PC enthusiast and gaming sub-brand
- Use Athlon 64 FX product and marketing campaign to create “halo” effect for Athlon 64
- ***Simply the best processor you can get***



AMD Athlon 64

- Target tech-savvy and mainstream consumers with P4 performance and 64-bit capability
- Use Athlon 64 to penetrate the commercial market through TCO and migration story
- ***Industry-leading performance today, ready for tomorrow***

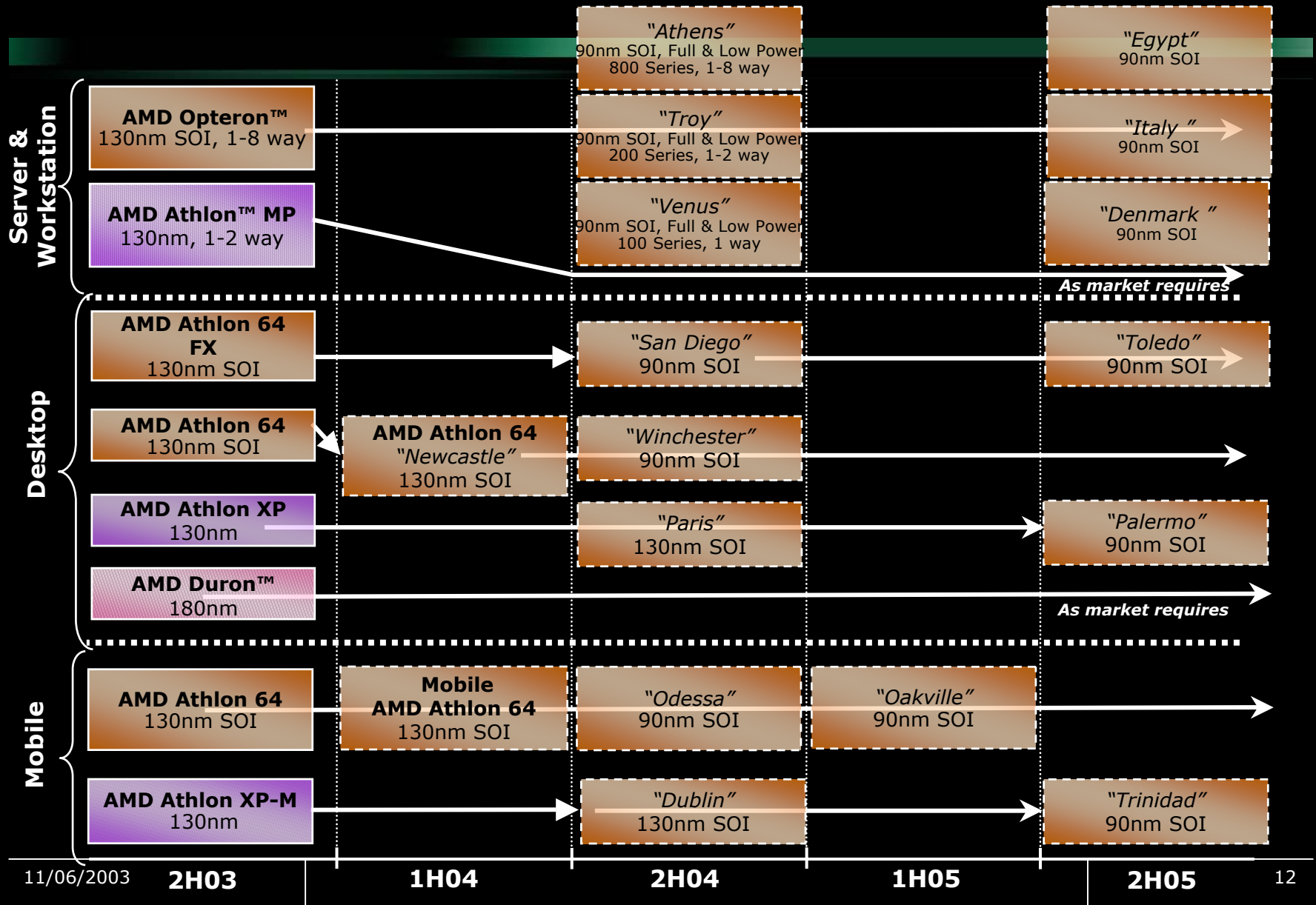


AMD Athlon XP

- Target consumers and small/medium business, with affordable, world-class performance
- Positioned against P4 and Celeron®
- ***Outstanding performance and affordability***



AMD Processor Roadmap



2004 Goal: Reap the Rewards



- Customer acquisitions
- Partner acquisitions
- Profits
- Industry perceptions → AMD LEADERSHIP

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